

## OFFICIAL STATEMENT

POWAY UNIFIED SCHOOL DISTRICT  
SAN DIEGO COUNTY, CALIFORNIA

\$1,735,000 PRINCIPAL AMOUNT

1975 School Bonds, Series C  
(General Obligations)INSTITUTE OF GOVERNMENTAL  
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Bids to be received by the Board of Supervisors of San Diego County at the office of the Clerk of the Board of Supervisors of San Diego County, Room 306, San Diego County Administration Center, 1600 Pacific Highway, San Diego, California, at 9:30 A.M., December 12, 1978.

[Houle & Gumpel, municipal financing consultants]  
Poway -- Economic conditions  
San Diego county -- "  
School bonds -- California -- San Diego co.





The Poway Unified School District serves the unincorporated community of Poway and the Rancho Bernardo and Los Penasquitos areas of the City of San Diego.



POWAY UNIFIED SCHOOL DISTRICT  
San Diego County, California

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PROFESSIONAL SERVICES

Orrick, Herrington, Rowley & Sutcliffe, San Francisco  
Bond Counsel

Stone & Youngberg Municipal Financing Consultants, Inc.  
San Francisco and Los Angeles  
Financing Consultants

THE DATE OF THIS OFFICIAL STATEMENT IS NOVEMBER 14, 1978

79 00596

TO WHOM IT MAY CONCERN:

The purpose of this Official Statement is to supply information to prospective bidders on and buyers of \$1,735,000 principal amount of 1975 School Bonds, Series C, the "Bonds", proposed to be issued by the Poway Unified School District.

The material contained in this Official Statement was prepared by Stone & Youngberg Municipal Financing Consultants, Inc., in the capacity of financing consultants to the Poway Unified School District (which firm will receive compensation from the District contingent upon the sale and delivery of the Bonds).

This Official Statement is not to be construed as a contract with the purchasers of the Bonds. Statements contained in this Official Statement which involve estimates, forecasts or matters of opinion, whether or not expressly so described herein, are intended solely as such and are not to be construed as representations of fact.

No dealer, broker, salesman or other person has been authorized by the District to give any information or to make any representation other than those contained herein and, if given or made, such other information or representation must not be relied upon as having been authorized by any of the foregoing. This Official Statement does not constitute an offer to sell or the solicitation of any offer to buy nor shall there be any sale of the Bonds by a person in any jurisdiction in which it is unlawful for such person to make such an offer, solicitation or sale.

The members of the Board of Education of the Poway Unified School District have reviewed this Official Statement and have determined that, as of the date hereof, the information contained herein is, to the best of their knowledge and belief, true and correct in all material respects and does not contain an untrue statement of a material fact or omit to state a material fact necessary in order to make the statements made, in light of the circumstances under which they were made, not misleading. The Poway Unified School District will deliver to the purchaser of the Bonds a certificate as to the above, dated the date of Bond delivery and further certifying that the signatories know of no material adverse change in the condition of the District which would make it unreasonable for the purchaser of the Bonds to rely upon the Official Statement in connection with the resale of the Bonds, and authorizing the purchaser of the Bonds to distribute copies of the Official Statement in connection with the resale of the Bonds. 150 copies of the Official Statement will be supplied to the purchaser of the Bonds for this purpose.

The opinion of Orrick, Herrington, Rowley & Sutcliffe, San Francisco, California, Bond Counsel to the District, will be furnished to the successful bidder (see the section entitled "Legal Opinion" herein). The scope of Bond Counsel's employment in connection with the review of this Official Statement has been limited to reviewing the statements of law and legal conclusions set forth herein under the sections titled "The Bonds", excepting the material under the heading "Bond Service Requirements".

November 14, 1978

Dr. Robert L. Reeves  
Superintendent  
POWAY UNIFIED SCHOOL DISTRICT

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## TABLE OF CONTENTS

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INTRODUCTION . . . . .	1
THE BONDS . . . . .	2
Authority for Issuance . . . . .	2
Terms of Sale . . . . .	2
Description of the Bonds . . . . .	2
Interest . . . . .	2
Payment . . . . .	3
Registration . . . . .	3
Legal Opinion . . . . .	3
Tax Exempt Status . . . . .	3
Legality for Investment . . . . .	3
No Litigation . . . . .	4
Purpose of Issue . . . . .	4
Security . . . . .	4
Estimated Bond Service Requirements . . . . .	4
THE IMPROVEMENT PROGRAM . . . . .	6
DISTRICT ORGANIZATION AND FINANCIAL DATA . . . . .	7
Facilities and Enrollment . . . . .	7
Constitutional Amendment (Proposition 13) . . . . .	7
Legislation To Implement Proposition 13 . . . . .	8
Assessed Valuations . . . . .	9
Tax Rates . . . . .	10
Tax Levies, Collections and Delinquencies . . . . .	12
General Fund Income and Expenditures . . . . .	12
Fund Balances . . . . .	14
Debt Statement . . . . .	14
Lease and Lease/Purchase Obligations . . . . .	16
Insurance Coverage . . . . .	16
Pension Plans . . . . .	16
Employer-Employee Relations . . . . .	18
ECONOMY OF THE DISTRICT . . . . .	19
Population and Social Characteristics . . . . .	19
1975 Special Census . . . . .	20
City Statistical Areas . . . . .	21
Employment . . . . .	22
Developer Activity . . . . .	24
POWAY . . . . .	26
New Construction . . . . .	26
Income . . . . .	27
Commercial Activity . . . . .	28
Agriculture . . . . .	28

Transportation . . . . .	28
Utilities . . . . .	28
Community Facilities . . . . .	28
RANCHO BERNARDO . . . . .	29
Residential Construction . . . . .	29
Income . . . . .	30
Rancho Bernardo Community Plan . . . . .	30
Bernardo Industrial Park . . . . .	31
High Country East and High Country West . . . . .	32
Community Facilities . . . . .	32
LOS PENASQUITOS . . . . .	32
METROPOLITAN SAN DIEGO . . . . .	34
Employment . . . . .	35
Industry . . . . .	37
Large Industrial Employers . . . . .	38
Military . . . . .	38
Research and Development . . . . .	39
Agriculture . . . . .	40
Convention and Visitor Business . . . . .	41
Education . . . . .	41
Transportation . . . . .	43
Recreation . . . . .	43

## TABLES

Table 1	Estimated Bond Service Requirements . . . . .	5
Table 2	Net Taxable Assessed Valuations by Tax Roll and Reimbursable Exemptions 1973/74 through 1977/78 . . . . .	9
Table 3	1978/79 Net Taxable Assessed Valuations by Tax Roll and Reimbursable Exemptions . . . . .	10
Table 4	Property Tax Rates 1973/74 through 1977/78 . . . . .	11
Table 5	Secured Tax Levies, Collections, and Delinquencies . . . . .	12
Table 6	Summary of Revenues and Expenditures - General Fund . . . . .	13
Table 7	Statement of Direct and Estimated Overlapping Bonded Debt . . . . .	15



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## INTRODUCTION

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The Poway Unified School District is located in west central San Diego County, approximately 20 miles north of San Diego and 10 miles inland from the Pacific Ocean.

The District's boundaries encompass the unincorporated community of Poway and the Rancho Bernardo and Los Penasquitos sections of the City of San Diego. The population of the District is estimated at 64,000. If present projections are realized, the District's population will grow to 80,000 by 1985 and 112,000 by 1995.

All three communities within the District have experienced rapid development in recent years. The community of Poway is largely residential in character with a moderately expansive commercial segment. Rancho Bernardo, a planned community, includes a 635-acre industrial park where tenants include some of the nation's largest firms, employing over 4,000 persons. Los Penasquitos is almost exclusively residential in character with limited commercial development at the present time.

Proceeds from the sale of the currently-offered \$1,735,000 principal amount of Poway Unified School District 1975 School Bonds, Series C, will be used for the construction of an elementary school in the Los Penasquitos area.

During the five-year period 1973/74 through 1977/78, the District's total assessed valuations for revenue purposes increased approximately 85 percent from \$177,963,156 to \$329,641,273. The District's 1978/79 total assessed valuation for revenue purposes increased to \$355,351,968 and reflects the implementation of Article XIII A of the California Constitution (Jarvis-Gann Constitutional Initiative approved by California voters at the June 6, 1978 election). Property tax rate limitations of Article XIII A of the California Constitution do not apply to ad valorem taxes to pay debt service on the District's 1975 School Bonds, Series C, and prior series of bonds.

Upon delivery of the District's 1975 School Bonds Series C, the District's ratios of direct debt to assessed valuation and real value will be 6.90 percent and 1.73 percent, respectively. Net direct and estimated overlapping bonded debt ratios to assessed valuation and real value will be 16.14 percent and 4.04 percent, respectively.

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## THE BONDS

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### Authority for Issuance

The \$1,735,000 principal amount of Poway Unified School District 1975 School Bonds, Series C, now being offered for sale, are general obligations of the District and will be issued under provisions of Title 1, Division 1, Part 10, Chapter 2 of the State of California Education Code, and pursuant to a resolution of the Board of Supervisors of San Diego County, adopted on November 14, 1978.

The \$1,735,000 principal amount of 1975 School Bonds, Series C, represents the third and last series of a total authorization of \$11,760,000 approved by District voters on May 27, 1975. Previously, \$3,525,000 of 1975 School Bonds, Series A, and \$6,500,000 of 1975 School Bonds, Series B, were issued as of December 1, 1975 and June 1, 1977, respectively.

### Terms of Sale

Bids will be received by the Board of Supervisors of San Diego County at 9:30 A.M., on Tuesday, December 12, 1978, at the office of the Clerk of the Board of Supervisors of San Diego County, Room 306, San Diego County Administration Center, 1600 Pacific Highway, San Diego, California. The Bonds will be sold pursuant to the terms contained in the Official Notice of Sale of School District Bonds dated November 14, 1978.

### Description of the Bonds

The \$1,735,000 principal amount of 1975 School Bonds, Series C, will be dated January 1, 1979. The Bonds will be numbered C-1 to C-347, both inclusive, in the denomination of \$5,000, and will mature serially in consecutive numerical order, without option of prior redemption, as set forth in the following maturity schedule:

<u>Principal Amount</u>	<u>Maturity Dates (January 1)</u>
\$100,000	1981
200,000	1982
100,000	1983
100,000	1984
500,000	1985
600,000	1986
135,000	1987

### Interest

Interest on the Bonds, at a rate not to exceed eight percent (8%) per annum, is payable on January 1, 1980 and semiannually thereafter on each July 1 and January 1.



## Payment

Both principal and interest are payable in lawful money of the United States at the office of the Treasurer of the County of San Diego in San Diego, California, or at the holder's option at the fiscal agency of the District in the Borough of Manhattan, the City of New York, State of New York, or at the fiscal agency of the District in the City of Chicago, County of Cook, State of Illinois, or at the fiscal agency of the District in the Cities of San Diego, Los Angeles and San Francisco, State of California.

## Registration

The Bonds will be issued as coupon bonds, registrable only as to both principal and interest.

## Legal Opinion

All proceedings in connection with the issuance of the Bonds are subject to the approval of Orrick, Herrington, Rowley & Sutcliffe, San Francisco, California, Bond Counsel for the District. The unqualified opinion of Orrick, Herrington, Rowley & Sutcliffe attesting to the validity of the Bonds, will be supplied free of charge to the original purchaser of the Bonds. A copy of the legal opinion, certified by the official in whose office the original is filed, will be printed on each Bond without charge to the successful bidder.

The statements of law and legal conclusions set forth in this Official Statement under the heading "The Bonds" have been reviewed by Bond Counsel. Bond Counsel's employment is limited to a review of the legal procedures required for the authorization of the Bonds and to rendering an opinion as to the validity of the Bonds and the exemption of interest on the Bonds from income taxation (see section hereof entitled "Tax Exempt Status"). The opinion of Bond Counsel will not consider or extend to any documents, agreements, representations, offering circulars or other material of any kind concerning the Bonds, including this Official Statement, not mentioned in this paragraph.

## Tax Exempt Status

In the opinion of Bond Counsel, the interest on the Bonds is exempt from all present Federal income taxes and from State of California personal incomes taxes under existing statutes, regulations, and court decisions, and the Bonds are exempt from all California taxes except inheritance, gift, and franchise taxes.

## Legality for Investment

The Bonds are legal investments in California for all trust funds and for funds of all insurance companies, commercial and savings banks, trust companies, and for State school funds, and are eligible as security for deposits of public monies in California.

## No Litigation

At the time of payment for and delivery of said Bonds, the successful bidder will be furnished with a certificate that there is no litigation pending affecting the validity of the Bonds.

In the case of Serrano v. Priest, Case No. L.A. 30398, the California Supreme Court on December 30, 1976, affirmed a Judgment of the Superior Court of Los Angeles County, entered September 3, 1974, declaring that California's system of financing its public schools violates equal-protection-of-the-laws provisions of the California Constitution.

The affirmed Judgment of the Superior Court also provides: that the Judgment is not intended to invalidate, and shall not be construed as invalidating in any way, any past acts constituting the operation of the School Financing System, that the existing School Financing System shall continue to operate for a reasonable length of time so that a constitutional system can be designed, enacted into law, and placed into operation; that any redesign of the School Financing System which provides for the elimination of unconstitutional features on a gradual basis must be such that the redesigned School Financing System will be fully constitutional no later than six years from date of entry of the Judgment, and that otherwise there will be a denial to the plaintiffs of their constitutional rights for an unreasonable length of time; and that the Trial Court is retaining jurisdiction so that any of the parties may apply for appropriate relief in the event that relevant circumstances develop, such as a failure by the legislative and executive branches to take the necessary steps to design, enact into law, and place into operation, within a reasonable time from entry of the Judgment, a fully constitutional system. The legislature has enacted Chapter 894 as an urgency measure in September 1977 in part as a response to the Serrano case. The legislation does not affect the tax rates for debt service on outstanding or currently issued bonds.

## Purpose of Issue

Proceeds from the sale of the \$1,735,000 principal amount of 1975 School Bonds, Series C will be used for authorized school purposes as described in greater detail in "The Improvement Program" section of this Official Statement.

## Security

The bonds are general obligations of the Poway Unified School District, and the Board of Supervisors of San Diego County has the power and is obligated to levy ad valorem taxes for payment of the Bonds and the interest thereon upon all property within the District, subject to taxation by the District (except certain personal property which is taxable at limited rates), without limitation of rate or amount.

## Estimated Bond Service Requirements

Table 1 shows estimated bond service requirements for the \$1,735,000 principal amount of 1975 School Bonds, Series C, assuming an interest rate of 5.50 percent. Also shown in Table 1 are actual bond service requirements of prior issues of District bonds and the District's share of bond service requirements of prior issues of the Pomerado Union School District, Poway Union School District, and Escondido Union High School District.



Table 1  
Poway Unified School District  
Estimated Bond Service Requirements  
\$1,735,000 Principal Amount of 1975 School Bonds, Series C, and Prior Issues

Fiscal Year	<u>\$1,735,000 Principal Amount 1975 School Bonds Series C</u>				Estimated Bond Service	Prior Issues <sup>(2)</sup>	Estimated Total Bond Service
	Amount Outstanding July 1	Estimated Interest Payable <sup>(1)</sup> July 1	January 1	Principal Payable January 1			
1979/80	\$1,735,000	\$ -	\$95,425.00	\$ -	\$ 95,425.00	\$2,998,509.00	\$3,093,934.00
1980/81	1,735,000	47,712.50	47,712.50	100,000.00	195,425.00	3,354,469.00	3,549,894.00
1981/82	1,635,000	44,962.50	44,962.50	200,000.00	289,925.00	3,778,604.00	4,068,529.00
1982/83	1,435,000	39,462.50	39,462.50	100,000.00	178,925.00	4,175,486.50	4,354,411.50
1983/84	1,335,000	36,712.50	36,712.50	100,000.00	173,425.00	4,107,033.00	4,280,458.00
1984/85	1,235,000	33,962.50	33,962.50	500,000.00	567,925.00	4,351,518.00	4,919,443.00
1985/86	735,000	20,212.50	20,212.50	600,000.00	640,425.00	3,168,887.50	3,809,312.50
1986/87	135,000	3,712.50	3,712.50	135,000.00	142,425.00	605,047.50	747,472.50
1987/88						29,995.00	29,995.00
1988/89						25,937.50	25,937.50

(1) Estimated @ 5.50 percent.

(2) Computed by Stone & Youngberg Municipal Financing Consultants, Inc. based on maturity schedule and interest rate data furnished by Warner L. Arnold, Certified Public Accountant.

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## THE IMPROVEMENT PROGRAM

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Proceeds from the sale of the District's \$1,735,000 principal amount of 1975 School Bonds, Series C, will be used for the construction of the Twin Trails Elementary School in the south end of the Los Penasquitos area.

The completely graded site has been donated to the District with all utilities in place. The Twin Trails Elementary School project provides for the construction of: two kindergarten classrooms; two special education classrooms; eighteen standard classrooms; one multi-purpose room with a serving kitchen; one learning resource center; administrative facilities; restrooms; and auxiliary facilities. The budget for the project is shown in the tabulation below.

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### Twin Trails Elementary School Project Budget

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Site Survey	\$ 2,000
Architectural Planning	200,000
Construction	2,311,000
Inspection	14,000
Furniture and Equipment	157,000
Tests	8,000
Contingencies	<u>43,000</u>
TOTAL	\$2,735,000

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In addition to bond proceeds, the District has available in a special reserve account \$1,000,000 which has been provided by Penasquitos, Inc. to apply to the Twin Trails Elementary School project.



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## DISTRICT ORGANIZATION AND FINANCIAL DATA

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The Poway Unified School District provides elementary and secondary educational services to residents within an area of approximately 100 square miles that includes the unincorporated community of Poway and portions of the City of San Diego, including the communities of Rancho Bernardo and Los Penasquitos.

The District has operated as a unified school district under the Laws of the State of California continuously since 1962. The District is governed by an independent Board of Education of five members who are elected at large for overlapping four-year terms. The Superintendent, who is appointed by the Board of Education, administers the District's affairs in accordance with policies of the Board of Education. The present superintendent, Dr. Robert L. Reeves, has served the District in this capacity since 1975. Dr. Reeves has had more than 25 years of professional experience in public education and administration.

### Facilities and Enrollment

The District's facilities include eleven elementary schools, three middle schools, two high schools, one continuation school and an adult school. Total enrollment at October 6, 1978 in grades K-12 was 14,632. Average daily attendance was 14,766 in 1976/77, 15,294 in 1977/78, and is forecast at 14,790 for 1978/79. On October 31, 1963, the District's first year of operation as a unified school district, enrollment was 3,112.

The 1978/79 final budget of \$24,394,800 provides for a total of 1,167.1 full-time equivalent (FTE) positions, including 725.5 FTE certificated personnel and 441.6 FTE classified personnel. There are 31 school administrators and 649.2 FTE teachers included in the above totals.

### Constitutional Amendment (Proposition 13)

At the June 6, 1978 election, California voters approved Proposition 13, the Jarvis-Gann Constitutional Initiative. The California Supreme Court upheld the constitutionality of Proposition 13 in a ruling on September 22, 1978. The text of Proposition 13, now Article XIII A of the California Constitution is as follows:

#### "Section 1.

(a) The maximum amount of any ad valorem tax on real property shall not exceed one percent (1%) of the full cash value of such property. The one percent (1%) tax is to be collected by the counties and apportioned according to law to the districts within the counties.

(b) The limitation provided for in subdivision (a) shall not apply to ad valorem taxes or special assessments to pay the interest and redemption charges on any indebtedness approved by the voters prior to the time this section becomes effective.

#### Section 2.

(a) The full cash value means the County Assessors' valuation of real property as shown on the 1975-76 tax bill under "full cash value", or thereafter, the approved value of real property when purchased, newly constructed, or a change in ownership has occurred after the 1975 assessment. All real property not already

assessed up to the 1976-76 tax levels may be reassessed to reflect that valuation.

(b) The fair market value base may reflect from year to year the inflationary rate not to exceed two percent (2%) for any given year or reduction as shown in the consumer price index or comparable data for the area under taxing jurisdiction.

#### Section 3.

From and after the effective date of this article, any changes in State taxes enacted for the purpose of increasing revenues collected pursuant thereto whether by increased rates or changes in methods of computation must be imposed by an Act passed by not less than two-thirds of all members elected to each of the two houses of the legislature, except that no new ad valorem taxes on real property or sales or transaction taxes on the sales of real property may be imposed.

#### Section 4.

Cities, Counties and special districts, by a two-thirds vote of the qualified electors of such district, may impose special taxes on such district, except ad valorem taxes on real property or a transaction tax or sales tax on the sale of real property within such City, County or special district.

#### Section 5.

This article shall take effect for the tax year beginning on July 1 following the passage of this Amendment, except Section 3 which shall become effective upon the passage of this article.

#### Section 6.

If any action, part, clause or phrase hereof is for any reason held to be invalid or unconstitutional, the remaining sections shall not be affected but will remain in full force and effect."

### Legislation To Implement Proposition 13

On June 24, 1978, the Governor approved Senate Bill 154 (Chapter 292, 1978 Statutes) which provides partial relief to local governmental entities from the temporary difficulties brought about by the passage of Proposition 13. This bill, among other purposes, appropriates funds from the State General Fund:

A. to Section A of the State School Fund (said Fund provides for the funding of California school districts) in lieu of statutory prescribed appropriations for the 1978/79 fiscal year and presents a method for computing the state support for school districts.

B. to various categorical aid programs operated by school districts.

On June 30, 1978, the Governor also approved Senate Bill 2212 (Chapter 332, 1978 Statutes) which makes various technical and other changes in school finance provisions to comply with Chapter 292, 1978 Statutes.



State appropriations to the State School Fund and various categorical aid programs operated by school districts pursuant to Chapters 292 and 332, 1978 Statutes are applicable for fiscal year 1978/79 only. There is no guarantee that subsequent replacement of lost property tax revenue resulting from the passage of Proposition 13 will be made by the Legislature in any future fiscal year.

#### Assessed Valuations

The San Diego County Assessor assesses property for property tax purposes. The State Board of Equalization reported that 1977/78 San Diego County assessed valuations of property averaged 24.6 percent of full market value, except for public utility property, which was assessed by the State Board of Equalization at 25 percent of full value. Assessment ratios for 1978/79 are not available from the State Board of Equalization as of the date of this Official Statement.

Under California law, two types of exemptions of property from ad valorem taxes became effective in the 1969/70 fiscal year. One exempts 50 percent of the value of business inventories from ad valorem taxes. The other provides for an exemption of \$1,750 of the assessed valuation of an owner-occupied dwelling if the owner files for the exemption. Under Constitutional Amendment, the California Legislature can raise the exemption. Revenue estimated to be lost to each taxing entity as a result of such exemptions is fully reimbursed to the taxing entity from state funds. The reimbursement is based upon total taxes which would be due on the assessed valuation of the property qualifying for these exemptions, without allowance for tax collection delinquencies.

Table 2 shows the District's assessed valuations by tax roll over the five-year period 1973/74 through 1977/78.

TABLE 2  
POWAY UNIFIED SCHOOL DISTRICT  
NET TAXABLE ASSESSED VALUATIONS BY TAX ROLL AND REIMBURSABLE EXEMPTIONS  
1973/74 THROUGH 1977/78

Tax Roll	1973/74	1974/75	1975/76	1976/77	1977/78
Secured	\$136,153,714	\$159,044,061	\$227,777,324	\$241,993,924	\$275,399,474
Utility	5,052,440	5,816,230	7,013,730	7,864,910	9,976,860
Unsecured	<u>16,578,816</u>	<u>17,057,416</u>	<u>17,717,471</u>	<u>15,826,595</u>	<u>14,799,194</u>
Net Taxable Assessed Valuations	\$157,784,970	\$181,917,707	\$252,508,525	\$265,685,429	\$300,175,528
Reimbursable Exemptions	<u>20,178,186</u>	<u>23,523,757</u>	<u>26,561,362</u>	<u>27,436,380</u>	<u>29,465,745</u>
Total Assessed Valuations For Revenue Purposes	\$177,963,156	\$205,441,464	\$279,069,887	\$293,121,809	\$329,641,273

Source: San Diego County Auditor-Controller.

Table 3 shows the District's 1978/79 net taxable assessed valuations and reimbursable exemptions by tax rolls. These data reflect the implementation of Proposition 13, now Article XIII A of the California Constitution.

Data in Tables 2 and 3 indicate that: (1) the District's 1978/79 net taxable assessed valuations (\$323,911,953) increased approximately 7.9 percent from those of 1977/78 (\$300,175,528); and, (2) the District's 1978/79 total assessed valuations for revenue purposes (\$355,351,968) increased approximately 7.8 percent from those of 1977/78 (\$329,641,273).

TABLE 3  
POWAY UNIFIED SCHOOL DISTRICT  
1978/79 NET TAXABLE ASSESSED VALUATIONS BY TAX ROLL AND REIMBURSABLE EXEMPTIONS

Tax Roll	Net Taxable Assessed Valuation	Reimbursable Exemptions		Total Assessed for Revenue Purposes
		Homeowner	Business Inventory	
Secured	\$300,456,779	\$24,221,250	\$3,577,519	\$328,255,548
Utility	10,871,600	--	--	10,871,600
Unsecured	12,583,574	--	3,641,246	16,224,820
Total	\$323,911,953	\$24,221,250	\$7,218,765	\$355,351,968

Source: San Diego County Auditor-Controller.

#### Tax Rates

Section 1(a) of Proposition 13, now Article XIII A of the California Constitution, limits any ad valorem tax on real property to one percent of the full cash value of such property; however this limitation is not applicable to ad valorem taxes or special assessments to pay the interest and redemption charges on any indebtedness approved by voters prior to the effective date of Article XIII A of the California Constitution.

The Office of the San Diego County Superintendent of Schools reports that the District's 1978/79 tax rate per \$100 assessed valuation will total \$0.871. Components of the District's 1978/79 tax rate are as follows: (1) bond interest and redemption @ \$0.716; and (2) State School Building Fund Loan Repayment @ \$0.155.

Table 4 shows property tax rates of the District for the five-year period 1973/74 through 1977/78. During this five-year period the District's tax rate ranged from \$4.587 to \$4.894 per \$100 assessed valuation.



TABLE 4  
POWAY UNIFIED SCHOOL DISTRICT  
PROPERTY TAX RATES  
1973/74 Through 1977/78

Purpose	1973/74	1974/75	1975/76	1976/77	1977/78
General Purpose	\$3.816	\$3.881	\$3.731	\$3.893	\$3.870
Community Services	.100	.100	.100	.100	.100
SSBF Loan Repayment	.218	.098	.024	.179	.144
Total General Purpose	\$4.134	\$4.079	\$3.855	\$4.172	\$4.114
Bonds	.669	.756	.732	.722	.736
Total Rate	\$4.803	\$4.835	\$4.587	\$4.894	\$4.850

Sources: San Diego County Auditor-Controller and County  
Superintendent of Schools (1978/79).

There are 87 tax code areas in the District of which fourteen are in the city limits of San Diego and 73 are in unincorporated areas. Of those tax code areas located within San Diego, total 1977/78 tax rates per \$100 assessed valuation ranged from a low of \$8.917 to a high of \$10.672. In unincorporated areas, 1977/78 total tax rates ranged from \$7.801 to \$11.133. Tax Code Area 08050 (1978/79 assessed valuation of \$171,311,083) represents over 48 percent of the District's total assessed valuation. All tax rates in Tax Code Area 08050 for the 1977/78 tax year are shown below.

TAX CODE AREA 08050  
TOTAL TAX RATES 1977/78

Agency	Tax Rate
County of San Diego	\$1.825
City of San Diego	1.357
Poway Unified S.D. - General	4.114
Poway Unified S.D. - Bonds	.736
Palomar Community College - General	.653
Palomar Community College - Bonds	.021
Other Educational Purposes	.190
Pomerado Cemetery District	.014
No. San Diego County Hospital District	.265
Total, All Property	\$9.175
Land Only Rate:	
Palomar Resource Conservation District	.002
Total, All Rates	\$9.177

Source: San Diego County Auditor-Controller.

## Tax Levies, Collections and Delinquencies

District taxes are collected by the County Treasurer at the same time and on the same tax rolls as are county, city and special district taxes. Taxes on the secured roll are payable in two installments on November 1 and February 1, and become delinquent on December 10 and April 10, respectively. Unsecured roll property taxes are payable March 1, and become delinquent the following August 31.

The District's general purpose secured tax levies and the amount and percentage of the levy delinquent as of June 30 for the past five fiscal years in the District's tax code areas are shown in Table 5.

TABLE 5  
POWAY UNIFIED SCHOOL DISTRICT  
Secured Tax Levies, Collections, and Delinquencies

Year	Secured Tax Levy	Amount Delinquent (June 30)	Percent Delinquent (June 30)
1973/74	\$ 5,190,800	\$146,412	2.82%
1974/75	5,976,352	366,728	6.14
1975/76	8,227,433	498,492	6.06
1976/77	9,333,613	324,921	3.48
1977/78	10,687,132	234,221	2.19

Source: San Diego County Auditor-Controller.

## General Fund Income and Expenditures

Table 6 presents a six-year summary of income and expenditures of the Poway Unified School District as reported in District audit reports and the 1978/79 Final Budget. For the four years ending in 1977/78, annual budget appropriations and the variance to actual expenditures are shown.

Beginning in 1974/75 all school districts in the State of California were required to follow accounting and financial reporting procedures in accordance with revenue source categories and expenditure object code classifications prescribed by the California State Accounting Manual. Certain school district expenditure items prior to 1974/75 cannot, therefore, be directly compared with subsequent years. The first footnote to Table 6 summarizes expenditure items which are not common to budget line items subsequent to 1973/74.



TABLE 6  
POWAY UNIFIED SCHOOL DISTRICT  
SUMMARY OF REVENUES AND EXPENDITURES  
GENERAL FUND

	1973/74	1974/75	1975/76	1976/77	1977/78 (2)	Final Budget 1978/79
Fund Balance, July 1	\$ 369,156	\$ 738,483	\$ 520,625	\$ 170,642	\$ 1,548,550	\$ 806,164
Adjustment	8,266	85,844	(38,376)	162,685	28,611	-0-
Adjusted Beginning Balance	\$ 377,422	\$ 824,327	\$ 482,249	\$ 333,327	\$ 1,577,161	\$ 806,164
Revenues						
Property Taxes	\$ 5,637,847	\$ 6,370,556	\$ 8,528,606	\$ 9,979,638	\$ 10,966,788	\$ 6,205,189
Federal Sources	681,943	909,570	677,258	926,038	876,445	1,357,100
State Sources	5,279,255	6,467,151	5,628,881	8,051,789	9,486,397	16,454,823
County Sources	131,042	18,031	37,355	39,603	16,567	40,000
Other Local Income and Incoming Transfers	142,083	133,600	144,623	167,360	562,164	1,283,100
Subtotal	\$ 11,872,170	\$ 13,898,908	\$ 15,016,723	\$ 19,164,428	\$ 21,908,361	\$25,340,212
Total Income Available	\$ 12,249,592	\$ 14,723,235	\$ 15,498,972	\$ 19,497,755	\$ 23,485,522	\$26,146,376
Expenditures						
Certified Salaries	(1)	\$ 7,722,203	\$ 8,696,118	\$ 9,857,591	\$ 11,366,844	\$12,968,600
Classified Salaries	(1)	2,557,429	2,827,675	3,257,163	3,803,126	4,042,600
Employee Benefits	(1)	1,025,839	1,292,587	1,694,857	2,287,054	3,228,400
Book Supplies, Equipment Replacement	(1)	903,693	940,670	1,023,758	1,216,024	1,427,400
Contracted Services, Operating Expenses	(1)	823,374	1,031,557	1,245,408	1,705,904	1,997,800
Capital Outlay-Additional Equipment	396,281	673,749	418,043	290,433	683,554	730,000
State School Loans Repayable	315,923	199,151	75,597	431,994	439,543	551,500
Outgoing Tuition and Interfund Transfers	180,932	288,172	46,083	148,001	1,177,309	1,187,112 (3)
Total	\$ 11,511,109	\$ 14,202,610	\$ 15,328,330	\$ 17,949,205	\$ 22,679,358	\$26,133,412
Budget Appropriations, June 30	--	\$ 14,826,971	\$ 16,015,822	\$ 19,027,355	\$ 23,129,630	\$ --
Variance To Actual Expenditures	--	\$ 624,361	\$ 687,492	\$ 1,078,150	\$ 450,272	\$ --
Ending Balance, June 30	\$ 738,483	\$ 520,625	\$ 170,642	1,548,550	\$ 806,164	\$ 12,964

(1) Total Current Expense of \$10,617,973 consists of the following: Administration, \$346,247; Instruction, \$7,590,453; Health Service, \$92,398; Plant Operation and Maintenance, \$1,064,038; Fixed Charges, \$1,007,297; Pupil Transportation, \$362,019; and Community Services, \$155,521.

(2) Unaudited.

(3) Includes Appropriation for Contingencies, \$987,112.

## Fund Balances

A summary of the District's fund balances as of June 30 for each of the past five years is presented in the following tabulation.

### POWAY UNIFIED SCHOOL DISTRICT FUND BALANCES AS OF JUNE 30

Fund	1974	1975	1976	1977	1978 (1)
General Fund	\$738,483	\$520,625	\$ 170,642	\$1,548,550	\$ 806,164
Business Interest and Redemption Fund	616,136	829,375	1,315,052	1,522,640	1,812,329
Building Fund	167,380	394,424	3,218,842	6,928,174	2,600,995
State School Building Fund	890,818	66,675	(473,292)	(336,812)	(41,366)
Special Reserve Fund	76,932	48,561	-	-	1,000,000
Cafeteria Account	5,610	17,432	27,902	51,047	15,877

(1) Unaudited.

Source: District audit reports and District Budget Report (J-41) for year 1977/78.

## Debt Statement

The District's general obligation bonding capacity is equal to 10 percent of the assessed valuation after all exemptions except homeowners' and business inventory, as adjusted by the Collier Factor. The Collier Factor is a comparison of a county's assessment ratio with the statewide average ratio. The Collier Factor is used to offset differences in assessment levels for intercounty school districts and conforms assessment to a statewide average assessment level for all property.

A statement of the District's direct and estimated overlapping bonded debt is shown in Table 7. California Municipal Statistics Inc. reports the District's share of authorized unsold bonds as shown in the tabulation below. As of June 30, 1977, State School Building Aid repayable by the District was \$10,772,987.

### POWAY UNIFIED SCHOOL DISTRICT SHARE OF AUTHORIZED AND UNSOLD BONDS

Public Entity	Amount
Metropolitan Water District	\$2,463,750
Poway Municipal Water District, Improvement District #2	1,620,000
Poway Municipal Water District, Improvement District #3	140,000
City of San Diego	667,230
San Diego Penasquitos Sewer District	1,170,400
San Diego Open Space Park Facilities, District #1	2,030,700
Orchard Water District	168,000
Pomerado County Water District	400,000



Table 7  
POWAY UNIFIED SCHOOL DISTRICT  
Statement of Direct and Estimated Overlapping Bonded Debt(1)

Estimated Population	64,000
Assessed Valuation	\$ 355,351,968
Estimated Real Value	\$1,421,408,000 (2)

Public Entity	Percent Applicable	Estimated Debt Applicable December 14 1978
San Diego County	4.543%	\$ 102,672 (3)
San Diego County Building Authorities	4.543	1,233,197
San Diego County Water Authority	4.731	2,409,498
Metropolitan Water District	0.675	3,543,615
Palomar Community College District	22.493	400,825
Poway Unified School District	100.	24,517,872 (4)
Northern San Diego Hospital District	34.091	1,938,073
Northern San Diego Hospital District - Poway Hospital Authority	34.091	5,492,060
Pomerado County Water District	100.	1,890,000
Poway Municipal Water District & Improvement Districts	99.879-100..	12,924,620
Other Special Districts	Various	368,238
City of San Diego	5.802	2,109,491 (5)
City of San Diego Building Authorities	5.802	1,475,159
San Diego Open Space Park Facilities District #1	5.802	1,740,600 (6)
San Diego Unified Port District	4.953	1,691,202 (7)
City of San Diego Penasquitos Sewer District	21.280	1,532,160
<b>TOTAL GROSS DIRECT AND OVERLAPPING BONDED DEBT</b>		<b>\$63,369,282</b>
Less Self Supporting Debt		
San Diego Water Bonds, San Diego County Water Authority and Metropolitan Water District in City		\$ 3,674,442
City of San Diego Wild Animal Park Bonds		286,619
City of San Diego Stadium Authority Bonds		264,223
San Diego Unified Port District		1,691,202
Green Valley Public Utility District, Santee County Water District and Improvement Districts 3 and 4		100,218
<b>TOTAL NET DIRECT AND OVERLAPPING BONDED DEBT</b>		<b>\$57,352,578</b>

	Ratio To		
	Assessed Valuation	Real Value	Per Capita
Assessed Valuation	-	-	\$5,552
Direct Debt	6.90%	1.73%	\$ 383
Gross Direct and Overlapping Bonded Debt	17.83%	4.46%	\$ 990
Net Direct and Estimated Overlapping Bonded Debt	16.14%	4.04%	\$ 869

- (1) Compiled in cooperation with California Municipal Statistics, Inc.  
(2) Assumes assessed valuations are at 25 percent of full market value.  
(3) Excludes share of \$6,070,500 County of San Diego lease-purchase obligations (\$275,783).  
(4) Includes \$1,735,000 of 1975 School Bonds, Series C, to be sold December 14, 1978.  
(5) Excludes share of \$12,824,159 City of San Diego Lease-purchase obligations (\$744,058).  
(6) To be sold in December 1978.  
(7) Excludes advance refunding bonds.

## Lease and Lease/Purchase Obligations

As of the date of this Official Statement, the District reports the following lease and lease/purchase obligations:

- (1) Thirty-five trailers @ \$15,825 per month through June 30, 1979;
- (2) Simulator, annual rental @ \$6,716, June 1978 through June, 1979, with maintenance @ \$1,820; and
- (3) Dictaphone equipment (lease/purchase), three-year agreement from February 1977 with final payment @ \$2,156 in February 1979.

## Insurance Coverage

The District's insurance coverage is as follows:

Building and Contents (full replacement of contents) (\$10,000 deductible)	\$36,843,000
Combined single liability, including vehicles and buses	5,000,000
Directors and board members	1,000,000
Fidelity	50,000
Through Insurance Company of North America:	
Money coverage (\$50 deductible)	5,000
Office block (\$100 deductible)	20,000

## Pension Plans

Employees of the Poway Unified School District participate in the State Teachers' Retirement System (STRS), the State of California Public Employees' Retirement System (PERS), and the Federal Social Security System. In the 1977/78 fiscal year, District payments to these systems were as follows: STRS, \$769,055; PERS, \$348,611, and OASDI, \$220,309.

The State Teachers' Retirement System (STRS) operates under provisions of the State Education Code. The system includes California public teachers from preschool through grade fourteen and certain other employees of the public school system. There were approximately 334,200 active and inactive members, 72,368 benefit recipients, and 1,149 participating agencies at June 30, 1977. Membership is mandatory for all certificated employees meeting the eligibility requirements.

The system is financed by earnings from investments and contributions from members, school districts, and the State of California, which pays \$144,300,000 annually to the year 2002, subject to annual legislative appropriation. Under present rules, members contribute eight percent of applicable earnings, and school districts contribute a percentage of applicable member earnings, rising to eight percent beginning July 1, 1978. However, under legislation enacted in 1977, new increased rates, effective July 1, 1979, would result in total contributions of 21 percent of payroll after a five-year period. The employer rate would increase to 10 percent and the State of California would contribute three percent, with the employee rate remaining at eight percent.

At June 30, 1977, the total unfunded obligation of the system was \$9,894,721,919, as determined by the independent actuary. This includes the present value of future State contributions provided by the State Teachers' Retirement Law (\$1,666,000,000). Comparable figures for June 30, 1976 were \$9,420,709,989 and \$1,577,182,428, respectively. In the opinion of the Chief Executive Officer for STRS, the additional contributions referred to above, while helpful, will not solve the funding problem.

Actuarial valuations of the System are based upon the entry-age-normal cost method, which is a projected benefit cost method wherein level normal cost rates (contributions) are computed sufficient to fund benefits over the entire service life of members. The system's financial statements are prepared on the accrual basis of accounting.

The State Teachers' Retirement System's actuary is Milliman & Robertson, Inc., of San Francisco, California; Investment Counsel for equities is Scudder, Stevens & Clark, San Francisco, California; auditor is Coopers & Lybrand, Sacramento, California.

The State Public Employees' Retirement System (PERS) was originally established in 1931. As of June 30, 1977, there were 556,759 members, of whom approximately 10% are classified as "safety" members (principally fire and police duties) and the balance are classified as "miscellaneous" members (management, administrative, staff, operational and clerical employees).

Approximately one-third of the members are state personnel and the balance are public agency personnel. As of June 30, 1977, the System provided retirement, death, and survivor benefits under 979 contracts for 2,078 public agency employers (cities, counties, school districts, special districts and other public bodies) with 374,051 members. The System's funding is by employer and employee contributions together with investment income. Contributions fluctuate yearly depending on the number of members and their respective salary schedules.

Total assets of the System at June 30, 1977 were \$8,951,294,831 according to the annual audit. Of this amount, net assets of \$8,755,875,035 were available for benefits.

The annual contribution by employers for the 1976/77 fiscal year was \$718,363,062. The annual contribution by employees for the 1976/77 fiscal year was \$312,725,614.

The most recent actuarial valuation, performed by PERS, utilized census data as of June 30, 1976. The total unfunded obligation of the System was determined to be \$6,868,665. The method used was entry-age-normal cost, which is a projected benefit cost method wherein level employer normal cost rates, considering present member contributions, are calculated at amounts sufficient to fund benefits over the entire service life of members.

Except for the pooling of certain miscellaneous public agency members, actuarial evaluations are performed for each participating employer, and the total accrued actuarial liability noted above is the sum of the individual employer accounts. According to the PERS annual report, public agency employer contribution rates set forth between each agency and PERS will meet all on-going costs and fund the unfunded liability for each agency in accordance with the terms of each agency's contract.



The System's financial statements are prepared on an accrual basis of accounting and the System's auditor is Touche Ross & Co., San Francisco, California. Citicorp Investment Management, Inc., San Francisco, provides investment advisory services. The System's actuarial activities are conducted internally on a continuous basis, with an experience analysis being required no less than every four years under the Retirement Law. Management Applied Programming, Inc., Los Angeles, California, is reviewing the June 30, 1977 actuarial valuation prepared by the PERS staff.

## Employer-Employee Relations

Until July 1, 1976, the District operated under the Winton Act which required that the District "meet and confer" in good faith with the certificated employees concerning matters of employer-employee relations. In the fall of 1974, the Legislature enacted a public school employee collective bargaining law known as the Rodda Act which became effective in stages during 1976. This law provides that employees are to be divided into appropriate bargaining units which are to be represented by an exclusive bargaining agent.

Teachers and related certificated employees of the District, at an election held in 1976, selected the Poway Federation of Teachers, an affiliate of the California Federation of Teachers, as sole bargaining agent. Less than half of the District's teachers are presently dues-paying members of this organization. Negotiations for the 1978/79 school year have been completed.

Classified employees of the District may be members of the Operational Support Unit, associated with the School Employees International Union (AFL/CIO). Negotiations for the current year have proceeded through mediation, and will next be reviewed by a three-member fact-finding team, which reports results to the Board of Education and the Board's finding is final. Under the provisions of the Rodda Act, employees in positions designated as management or confidential are excluded from representation by an exclusive bargaining agent.

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## ECONOMY OF THE DISTRICT

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The Poway Unified School District is located in west central San Diego County, approximately 20 miles north of San Diego and 10 miles inland from the Pacific Ocean. Boundaries of the District cover approximately 100 square miles of varied terrain, encompassing the unincorporated community of Poway and the Rancho Bernardo and Los Penasquitos sections of the City of San Diego.

The community of Poway is largely residential in character, with a moderately expansive commercial segment in the form of several new shopping complexes. Horse ranches and agricultural establishments are still important in the local economy, although residential subdivisions are taking over considerable land. Rancho Bernardo, in the northwestern part of the District, is a planned community dating from 1962. It includes a 635-acre industrial park whose tenants include some of the nation's largest firms, employing over 4,000 persons. Los Penasquitos, situated west of Poway, is almost exclusively residential, with no industry and limited commercial development at the present time. The District is traversed by Interstate 15 (U.S. 395), connecting San Diego with the San Bernardino-Riverside area and Las Vegas.

All three communities noted above have experienced rapid growth in recent years. Each has adopted a community plan or general plan for orderly, controlled growth acting through the Poway Planning and Development Program, the Rancho Bernardo Town Council, and the Los Penasquitos Town Council.

In June 1977 the 130-bed Pomerado Hospital opened at a location between Poway and Rancho Bernardo. This acute-care general hospital serves the District and surrounding communities. Construction of this facility marks the sustained growth and development of the area.

Subsequent sections of this Official Statement discuss the three principal communities which make up the District and Metropolitan San Diego (San Diego County).

### Population and Social Characteristics

Present population of the District is estimated at 64,000, of whom 38,000 live in Poway, 14,300 in Rancho Bernardo, and 12,500 in Los Penasquitos. If present projections are realized, the District's population will reach approximately 80,000 in 1985 and approximately 112,000 in 1995. It is not anticipated that recent high rates of population growth will continue, due to rezoning and other measures adopted or considered in the various community plans, with the aim of preserving agreeable life styles now found in the District.

Population trends in the District can be measured by reference to subregional statistical areas utilized by the County Integrated Planning Office in studying demographic and economic trends. Two of these areas -- North San Diego and Poway -- closely follow District boundaries. Population data and projections are shown in the following tabulation.



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## POPULATION TRENDS AND PROJECTIONS

Area	1960 (1)	1970 (1)	1975 (2)	1977 (3)	1985 (4)	1995 (4)
Poway	5,022	14,343	32,125	37,040	45,700	53,000
North San Diego <sup>(5)</sup>	573	7,714	19,288	22,800	34,600	59,600

(1) U.S. Census Bureau

(2) Special Census

(3) July 1 estimate by County Integrated Planning Office

(4) Projections by San Diego Region Comprehensive Planning Organization.

The 1995 estimate for Poway reflects recent community plan changes.

(5) Includes Rancho Bernardo and Los Penasquitos.

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### 1975 Special Census

During March and April 1975, a Special Census was conducted throughout San Diego County by the California Department of Finance. Following are summaries of various findings from Census compilations for the Poway area and North San Diego, as defined by the County Integrated Planning Office.

Residents of Poway tend to be younger than those of North San Diego, as noted below. This bears out the 1970 Census, when the median age was 22.6 in Poway and 49.5 in North San Diego. The difference continues to narrow, as families with young children move into Los Penasquitos in greater numbers, offsetting the considerable number of retired persons in Rancho Bernardo and thus lowering the median age in North San Diego.

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### 1975 SPECIAL CENSUS AGE DISTRIBUTION

Age	Poway		North San Diego	
	Number	Percent	Number	Percent
0-14	10,223	32.1%	4,624	24.2%
15-24	4,535	14.3	2,591	13.5
25-44	11,162	35.1	5,087	26.6
45-59	3,885	12.2	2,303	12.0
60 and over	2,008	6.3	4,527	23.7
TOTAL	31,813	100.0	19,132	100.0

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In the 1970 Census, single family homes accounted for approximately 87 percent of the housing stock in Poway. In 1975 the ratio was about the same, as shown below. During the same period, single family dwellings in North San Diego dropped from 75 percent of all units to about 63 percent of all housing units.

The 1970 Census of Housing reported a median housing value of \$24,500 in Poway and \$31,900 in North San Diego, compared with a countywide median of \$22,200.

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1975 SPECIAL CENSUS  
TYPE OF HOUSING

Number of Units	Poway		North San Diego	
	Number	Percent	Number	Percent
Single	8,623	86.6%	5,042	62.8%
2-4	259	2.6	1,699	21.1
5 or More	431	4.3	1,296	16.1
Mobile Homes	654	6.5	-0-	-
TOTAL	9,967	100.0	8,037	100.0

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The 1975 Special Census reported a median household income of \$16,324 in Poway and \$14,413 in North San Diego. The distribution of household income by income class is shown below.

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1975 SPECIAL CENSUS  
HOUSEHOLD INCOME

Income	Poway		North San Diego	
	Number	Percent	Number	Percent
To \$6,990	516	8.3%	599	14.2%
7,000- 9,999	606	9.7	640	15.2
10,000-14,999	1,598	25.5	990	23.4
15,000-19,999	1,540	24.6	799	18.9
20,000-24-990	1,097	17.5	602	14.2
25,000 and over	899	14.4	597	14.1
TOTAL	6,256	100.0	4,227	100.0
MEDIAN INCOME	\$16,324		\$14,413	

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City Statistical Areas

The City of San Diego Planning Department compiles data for certain geographic areas within the city limits. Two of these are Bernardo and Los Penasquitos, which together roughly parallel the county's North San Diego area. Changes between 1970 and 1975 in these city-defined areas are presented on page 22 .

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BERNARDO STATISTICAL AREA (CITY)

	1970	1975	Change	Percent Change
Total Population	5,979	11,986	6,007	100.5%
Occupied Housing Units	2,391	4,850	2,459	102.8
Total Housing Units	2,715	5,471	2,756	101.5

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LOS PENASQUITOS STATISTICAL AREA (CITY)

	1970	1975	Change	Percent Change
Total Population	1,809	8,068	6,259	346.0%
Occupied Housing Units	790	2,767	1,977	250.3
Total Housing Units	905	3,138	2,233	246.7

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Employment

According to the 1975 Special Census, the civilian labor force in the combined Poway and North San Diego areas consisted of 15,809 persons. The unemployment rate was 5.4%, as noted below.

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1975 SPECIAL CENSUS  
LABOR FORCE AND EMPLOYMENT

	Poway	North San Diego	Total
Military	1,378	836	2,214
Civilian Labor Force	10,527	5,282	15,809
Employed	9,925	5,023	14,948
Unemployed	602	259	861
Unemployment Rate	5.7%	4.9%	5.4%

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The Comprehensive Planning Organization of the San Diego Region (CPO) has prepared estimates of employment by Census Tracts in the county. According to their studies, total employment increased 94 percent between 1972 and 1978 in the four Census Tracts which together approximate boundaries of the District. This growth is summarized in the follow-tabulation.



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EMPLOYMENT BY CENSUS TRACT 1972-78

Census Tract	1972	1975	1978	Percent Change 1972-78
170.01 Poway	646	1,172	1,216	88.2%
170.02 Poway	717	936	1,302	81.6
170.03 Poway	1,101	1,612	3,048	176.8
170.04 North San Diego	<u>4,843</u>	<u>7,747</u>	<u>8,608</u>	<u>77.7</u>
TOTAL	7,307	11,467	14,174	94.0

Source: Comprehensive Planning Organization of the San Diego Region (CPO) .

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As of January 1978, about 35 percent of all employed residents in the above Census Tracts were engaged in manufacturing, 18 percent in construction, 14 percent in retail trade, and slightly more than 13 percent in local government. The distribution of employment by industry is shown in the following tabulation.

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EMPLOYMENT BY INDUSTRY 1978  
SELECTED CENSUS TRACTS

Industry	North San Diego	Poway	Total	Percent of Total
Agriculture	16	451	467	3.3%
Construction	1,723	839	2,562	18.1
Manufacturing-Durables	4,306	524	4,830	34.1
Manufacturing-Nondurables	-0-	102	102	.7
Transportation, Utilities	23	26	49	.3
Wholesale Trade	19	8	27	.2
Retail Trade	777	1,167	1,944	13.7
Finance, Insurance, Real Estate	568	365	933	6.6
Services	560	758	1,318	9.3
Federal Government	-0-	44	44	.3
Local Government	<u>616</u>	<u>1,282</u>	<u>1,898</u>	<u>13.4</u>
TOTAL	8,608	5,566	14,174	100.0

(1) Estimates as of January 1978 by the Comprehensive Planning Organization of the San Diego Region (CPO) .

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## Developer Activity

Developer activity in six Southern California counties is monitored quarterly by the First American Title Insurance Company. A summary of developer activity as of the second quarter of 1978 in the Poway, Rancho Bernardo-Valle Verde, and Penasquitos areas is shown in the following tabulation. The named developers had filed development plans for a total of 17,910 lots as of July 1978, had completed 15,038 residential units on these lots, and had sold 15,693 units. In each area, more units were sold than had been completed.

### POWAY UNIFIED SCHOOL DISTRICT DEVELOPER ACTIVITY As of Second Quarter 1978

Subdivision	Number of Lots	Units Completed	Total Sales	Developer
POWAY AREA				
Sold-out Tract Totals	2,863	2,638	2,799	
Twin Peaks	15	2	10	San Marcos Devel.
Poway Mesa Unit No. 3	97	97	72	American Housing Guild
Pacific Homes of San Diego-P.U.D.	68	0	0	San Marcos Devel. Co.
The Ranch Unit 1	49	0	0	San Marcos Devel. Co.
Tierra Bonita Estates	18	14	13	Tierra Bonita Estates
Green Valley Highlands Unit No. 3	36	14	36	Pacific Iron & Steel Co.
Panorama Hills Units No. 2-P.U.D.	108	0	0	Influential Homes Co.
Country Squire Estates	16	4	10	Country Squire Homes
Carriage Estates Unit No. 1	8	8	8	W-C Corporation
Ladera Piedra	10	2	6	Wallace B. Gardner
Padre Woods	57	0	0	Centra-Mark II
TOTALS	3,345	2,779	2,954	

### RANCHO BERNARDO - VALLE VERDE AREA

Sold-out Tract Totals	1,388	1,302	1,361	
Bernardo Trails Unit No. 3	60	26	54	Avco Comm. Devel.
Silver Saddle Ranch	215	180	181	Burad Builders
Bernardo Greens Unit No. 25	46	46	46	Avco Comm. Devel.
Panorama Hills Unit No. 1	64	37	21	Influential Homes Co.
Oaks North Unit No. 5	73	72	71	Avco Comm. Devel.
Westwood Unit No. 12	37	33	28	Avco Comm. Devel.

Subdivision	Number of Lots	Units Completed	Total Sales	Developer
Quail Hills Unit No. 1	41	36	35	Avco Comm. Devel.
Quail Hills Unit No. 2	37	37	24	Avco Comm. Devel.
Quail Hills Unit No. 3	39	26	9	Avco Comm. Devel.
Dorado Unit No. 1	52	0	0	Avco Comm. Devel.
Eastview Unit No. 1 - P.U.D.	9	0	0	Avco Comm. Devel.
Westwood Unit No. 13	41	0	0	Avco Comm. Devel.
Oaks North Unit No. 7	10	0	0	Avco Comm. Devel.
Westwood Unit No. 14	75	0	0	Avco Comm. Devel.
Dorado Unit No. 2	43	0	0	Avco Comm. Devel.
Dorado Unit No. 3	36	0	0	Avco Comm. Devel.
Bernardo Trails Unit No. 4	53	0	0	Avco Comm. Devel.
TOTALS	2,319	1,795	1,830	

#### PENASQUITOS AREA

Sold-out Tract Totals	9,889	9,314	9,785	
Penasquitos Glens Unit No. 2	80	74	75	Penasquitos, Inc.
Penasquitos Glens Unit No. 4	28	19	19	Pardee Const. Co.
Penasquitos View Unit No. 4	85	85	81	Pardee Const. Co.
Penasquitos View Unit No. 6	138	131	135	Pardee Const. Co.
Penasquitos Bluffs Unit No. 7	21	15	18	Penasquitos, Inc.
Penasquitos Glens Unit No. 6	146	137	144	Penasquitos, Inc.
Penasquitos Bluffs Unit No. 6	76	73	70	Crow/Pacific Devel. Corp.
North Point Unit No. 2	185	179	179	Pardee Const. Co.
Penasquitos Glens Unit No. 1	92	89	63	Harry L. Summers, Inc.
Penasquitos Glens Unit No. 7	86	86	86	H.G.H.
Encore Addition	64	64	64	Larwin-Southern Calif.
North Point Unit No. 3	92	92	88	Pardee Const. Co.
Penasquitos Bluffs Unit No. 7	317	71	71	Treetops Unlimited
Penasquitos Bluffs Unit No. 8	245	0	0	The William Lyon Co.
Penasquitos Bluffs Unit No. 9	119	0	0	G.W.C. Devel. Corp.
Penasquitos Estates Unit No. 1	211	0	0	Donald L. Bren Co.
Penasquitos Bluffs Unit No. 10	48	32	28	G.W.C. Devel. Corp.
Penasquitos Estates Unit No. 1	195	3	3	H.G.H.
Penasquitos Golf Views	129	0	0	A.E. Realty Partners
TOTALS	12,246	10,464	10,909	

Source: First American Title Insurance Company.



## POWAY

Poway is an unincorporated area located about 20 miles north of downtown San Diego and east of Interstate 15. It consists of a wide variety of rural, semi-rural and urban developments. There are many ranches and farms in the northern and eastern portions of the community, while the southern areas are given over to residential and commercial development. At July 1, 1977 the community's population was estimated at 37,040 by the county's Integrated Planning Office, compared with 14,343 in the April 1970 U.S. Census. This increase marks the Poway area as one of the fastest growing in the county.

### New Construction

New construction has been proceeding at a vigorous pace in Poway. In 1977 a total of 1,536 building permits valued at \$31,374,591 was reported for the area by the county, compared with the previous year's 1,657 permits valued at \$37,319,390. An accompanying summary presents a history of dwelling units authorized in the Poway area during the 1970-77 period. Shown below is a record of the Poway community's housing stock as of July, 1977.

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### POWAY HOUSING STOCK

Type	Number	Percent of Total
Single Units	9,486	82.0%
Multiple Units	1,328	11.5
Mobile Homes	<u>757</u>	<u>6.5</u>
TOTAL	11,571	100.0

Source: County Integrated Planning Office.

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### POWAY AREA DWELLING UNITS AUTHORIZED 1970-77

Year	Single	Multiple	Total	Value
1970	354	38	392	\$ 7,126,000
1971	917	108	1,025	17,374,000
1972	845	60	905	21,959,000
1973	662	102	759	19,345,775
1974	382	81	463	13,177,539
1975	308	127	435	15,357,900
1976	585	509	1,094	33,523,898
1977	358	196	554	25,342,598

Source: County Department of Land Utilization and Environmental Regulation.

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A partial moratorium on new residential development in the Poway area has existed for several years. This was the result of efforts by the Poway Planning and Development Program to bring planned growth to the community. This group has been active since 1969 in the formation of a community plan. A revised plan is expected to be adopted as of mid-November 1978, at which time it is proposed to drop the moratorium.

## Income

Poway's median family income in 1974 was \$16,324, compared with the countywide median of \$10,982. Poway's gross family income is concentrated in the middle income groups with 68 percent of the total earned by families whose incomes range from \$10,000 to \$25,000. Income patterns in Poway, as reported in the 1975 Special Census, are shown below.

### GROSS FAMILY INCOME 1975 CENSUS (1974 INCOME)

Income Range	Poway		County	
	Number	Percent	Number	Percent
Under-\$5,000	277	4%	70,335	20%
\$ 5,000- 6,999	239	4	37,291	10
7,000- 9,999	606	10	54,392	15
10,000-14,999	1,598	26	81,651	23
15,000-19,999	1,540	24	52,518	15
20,000-24,999	1,097	18	30,659	9
25,000-39,999	728	11	21,597	6
40,000 and over	171	3	7,660	2
TOTAL	6,256	100%	356,103	100%
MEDIAN INCOME	\$16,324		\$10,982	
NO RESPONSE	3,279		183,864	

Residents of Poway generally rely on resources outside the community for employment. However, a significant increase in commercial development is making itself felt in the form of several small to medium size shopping and professional complexes, with a steadily increasing number of local jobs.

## Commercial Activity

The California State Board of Equalization reports that there are over 200 retail establishments operating in the Poway area. The nearby electronics, industrial and military complex at Kearny Mesa provides an additional market area for Poway commercial establishments.

Commercial banks with branches in Poway are Bank of America N.T. & S.A., California First Bank, Chartered Bank of London, San Diego Trust and Savings Bank, Security Pacific National Bank, and First National Bank of San Diego County. Savings and loan institutions with local offices at Poway include Home Federal Savings and Loan, Palomar Savings and Loan, San Diego Federal Savings and Loan, and Security Savings and Loan.

## Agriculture

Poway is one of the few locales which can support commercial avocado production and the amount of land devoted to agriculture within the area is growing despite the continuing urbanization. Approximately 24 percent of the water provided by the Poway Municipal Water District in 1977/78 was for agricultural use.

## Transportation

Poway Road provides access from the approximate center of Poway to Interstate 15, a distance of two miles. Interstate 15 connects Poway with San Diego to the south and with Escondido to the north, where it intersects State Route 78. This highway, in turn, provides access to the Pacific Coast and to Interstate 5, the main route between San Diego and Los Angeles, and other intra- and inter-state points.

## Utilities

Electric power, natural gas, and telephone service are provided by the San Diego Gas & Electric Company and Pacific Telephone Company. Water is furnished by the Poway Municipal Water District. Sewage treatment and disposal is the responsibility of the Pomerado County Water District.

## Community Facilities

Two fire stations and a paramedic service are maintained by the Poway Municipal Water District, which has 25 full-time paid firefighters and 21 volunteers. The San Diego County Sheriff's Department provides police protection at a station on Pomerado Road in Poway. As noted previously, the recently-opened Pomerado Hospital offers medical services at its acute care facility. A branch of the San Diego County Library System is located in Poway. The Poway News Chieftain is published weekly. Recreational facilities at Lake Poway include fishing, boating, riding, hiking, and the use of a 10-acre picnic area.



## RANCHO BERNARDO

Located about 23 miles north of downtown San Diego, Rancho Bernardo occupies both sides of Interstate 15 in the northwestern part of the District. This 5,900-acre planned community is being developed by Avco Community Developers, Inc., a division of Avco Corporation. It is master planned for approximately 16,000 homes and a population of 40,000. The development is now about 25 percent complete. Ultimate development is anticipated in the mid-1980's. Formerly an unincorporated area, Rancho Bernardo was annexed by the City of San Diego in 1962.

Rancho Bernardo provides a variety of residential units, including homes, townhouses and apartments. Approximately two-thirds of all housing units now in place are single-family detached units. There are two adult communities within the development. Full recreational facilities are being developed, including parks, playgrounds, swimming pools, tennis courts and three golf courses (two 18-hole and one 27-hole). There are also medical facilities, fire station, post office, and library for use of area residents. The development includes a large industrial park.

Within the community are a 52-acre Town Center commercial complex and three smaller shopping centers. The Town Center presently has financial institutions, five office buildings, the post office facility, and various commercial and professional enterprises. Commercial banks operating branch offices in Rancho Bernardo include California First Bank, Southwest Bank, United California Bank, and First National Bank of San Diego County. Savings and loan associations with local offices are Downey Savings and Loan, Glendale Federal Savings and Loan, Home Federal Savings and Loan, and San Diego Federal Savings and Loan.

Express bus service between Rancho Bernardo and downtown San Diego is provided by the San Diego Transit Corporation. The North County Transit District provides bus service to Escondido.

### Residential Construction

During the ten-year period ending in 1977, a total of 4,474 housing units were completed in the city's Bernardo Statistical Area. Approximately 59 percent of this total consisted of single family homes, as reflected in the summary below.

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#### RESIDENTIAL CONSTRUCTION IN THE BERNARDO STATISTICAL AREA 1968-77

Year	Single Units	Multiple Units	Total Units
1968	305	84	389
1969	563	109	672
1970	421	100	521
1971	317	292	609
1972	346	287	633
1973	141	381	522
1974	132	259	391
1975	87	116	203
1976	128	66	194
1977	192	148	340

Source: San Diego City Planning Department.

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## Income

Income levels in the Bernardo Statistical Area are well ahead of those for the county as a whole. Approximately 34.5 percent of the families in the Bernardo area reported annual incomes in excess of \$15,000 in the 1970 Census, compared with only 23.2 percent of families countywide. The mean income of families in this area at the time of the census was \$14,369.

## Rancho Bernardo Community Plan

Adopted in 1977, the Rancho Bernardo Community Plan encompasses an area somewhat larger than the complex being developed by Avco, and includes the following additional lands: 481 acres of adjacent City-owned lands west of Interstate 15, and about 133 acres of adjacent undeveloped lands in the southeast corner of the plan area. The total Community Plan is reflected in the following acreage allocations.

Land Use	Acres	Percent of Total
Residential	3,375	51.2%
Commercial	206	3.1
Industrial	635	9.6
Institutional	38	.6
Schools	183	2.7
Recreation & Open Space	1,540	23.4
Transportation R/W	<u>614</u>	<u>9.4</u>
TOTALS	6,591	100.0

Projections of residential construction through 1982 are summarized in the following tabulation.

## RANCHO BERNARDO RESIDENTIAL DEVELOPMENT PLAN THROUGH 1982

Type	Total As of 1977	1978	1979	1980	1981	1982
Family Unit Sales	3,492	435	614	670	534	580
Family Unit Rentals	368	110	110		188	
Adult Unit Sales	<u>2,527</u>	<u>242</u>	<u>202</u>	<u>105</u>	<u>100</u>	<u>100</u>
TOTAL	6,377	787	926	775	822	680
CUMULATIVE TOTALS		7,164	8,090	8,865	9,687	10,367

Source: Rancho Bernardo Community Plan.

## Bernardo Industrial Park

On the west side of Interstate 15, across from the community's retail and commercial centers is 635-acre Bernardo Industrial Park, among the largest in Southern California. NCR Corporation manufactures computers and data processing equipment in a 525,000-square foot facility employing 2,400, and is the principal tenant of the park. Hewlett Packard Company manufactures computer peripherals in 154,000 square feet of space and employs over 700. Burroughs Corporation employs more than 500 in several facilities to produce integrated circuits. Burroughs has recently purchased 21 acres of land in the park for expansion purposes. Sony Corporation of America occupies 310,000 square feet where it assembles all Sony color television sets marketed in the United States. Present employment is over 500. Applied Energy, Inc., a subsidiary of San Diego Gas and Electric Company maintains a plant in the park which provides chilled water to the industrial users in the area.

Intel Corporation, a national financial services and equipment leasing firm headquartered in San Francisco, has purchased 50 acres in the industrial park and plans to build a plant of 100,000 square feet for assembly and test of computer-related products. The plant is scheduled to open in September 1979 with a work force of 250-300, which will expand to 750-800 as full operations are attained in mid-1980. A second facility of 75,000 square feet is planned for later construction, subject to attainment of marketing goals.

A three-building multi-tenant industrial office complex has been built by Avco Community Developers, each building covering 24,000 square feet. Among the tenants is Micro-Probe, Inc., a producer of micro probe cards used in semiconductor production.

Oak Industries has announced plans to build a headquarters facility in the industrial park, to employ approximately 25 persons. The development plan for Bernardo Industrial Park projects eventual employment of 15,000 persons.

Adjoining Bernardo Industrial Park are a large motel and a dining facility to accommodate visitors. These facilities supplement the convention and meetingroom facilities available at the 150-room Rancho Bernardo Inn, located near the Town Center.

The AVCO development plan for Bernardo Industrial Park allows for the direct sale of land, or build-to-suit arrangement whereby the completed structure may be purchased outright for a lump sum, or a lease agreement arranged. The MIP zoning allows for research and development activities, light manufacturing, office and subsidiary uses. This zoning also requires that each site maintain twenty-five percent in landscaping.

The opening of a regional headquarters by the Allstate Insurance Company represents an important addition to the area's commercial development. The Allstate complex occupies 20 acres east of Interstate 15 and provides employment for 350 persons. Availability of relatively large parcels of commercially zoned land and a central location relative to the rapidly growing areas of North San Diego and North County make Rancho Bernardo an attractive location for such facilities.



## High Country East and High Country West

Avco Community Developers has sold 1,000 acres of land east of Interstate 15 and south of Rancho Bernardo to Broadmoor Homes, a subsidiary of Genstar Limited, a Canadian firm with offices in San Francisco. Broadmoor Homes has announced plans to build 3,614 residential units at High Country East, and has filed subdivision plans for the first 157 units with the San Diego Planning Department.

Opposite this location, Avco plans to develop High Country West, a residential area of 1,000 housing units. This residential community will be situated south of Rancho Bernardo Industrial Park and west of Interstate 15.

## Community Facilities

Pomerado Hospital is located adjacent to the southern boundary of Rancho Bernardo. The weekly Rancho Bernardo Journal and weekly Bernardo News provide local news coverage. A branch of the San Diego City Library is located in Rancho Bernardo. A Cable TV service is available in the community. A wide variety of professional, technical, and business services is available in the Town Center complex, which is designed to serve as the focal point of community life in Rancho Bernardo. A short distance to the north, across Rancho Bernardo Road, is the convention and resort area centering on the Rancho Bernardo, Inn. In this area are three golf courses and the 16-court Rancho Bernardo Tennis College.

## LOS PENASQUITOS

Also known as Rancho de Los Penasquitos, Los Penasquitos is located west of Interstate 15 in the southwestern section of the District, within the San Diego city limits. The area has been under development since 1965 by Penasquitos, Inc., utilizing an adopted master land use plan.

The planning area consists of about 3,700 acres and is planned to hold a population of approximately 40,000. Currently, the area has a population of over 14,000. Rapid growth has resulted in increases in population occurring at the rate of 1,500 persons annually. The community plan did not incorporate industrial zoning. Although commercial zoning is provided, there is presently very little commercial development. However, it is anticipated that this will occur in the near future.

Approximately 5,000 homes are found in the Los Penasquitos area, consisting of over 2,800 single family homes, more than 1,300 apartments, 792 four-plex units, and 67 townhouses. The developer plans construction of an additional 4,438 housing units during the 1979-85 period. Of this total, 3,728 units will be single family homes, 300 apartments, 323 duplex units, and 87 four-plex units. The development schedule by year is presented in the following tabulation.

PENASQUITOS EAST  
DEVELOPMENT SCHEDULE TO 1985<sup>(1)</sup>

Type of Housing	Total Occupied Units	1978	1979	1980	1981	1982	1983	1984	1985
Single Family	2,807		1,171	589	300	415	390	476	487
Apartments	1,308					150	150		
Duplex				100	100	123			
Four-plex	792		87						
Townhouse	67								
TOTALS	4,974		1,258	689	400	688	540	476	387

(1) As of September each year.  
Source: Penasquitos, Inc.

A commercial complex is presently nearing completion at Rancho Penasquitos Boulevard and Carmel Mountain Road to serve residents of the area. The developer has set aside 30 acres of land at a location southwest of this point for expected future commercial development. Commercial banking services in the area are provided by California First Bank (formerly Southern California First National Bank).

The San Diego Transit Corporation provides express bus service between Rancho Penasquitos and downtown San Diego, with stops at Mira Mesa, Miramar Naval Air Station, Kearny Mesa, Clairemont, and Fashion Valley.

The Rancho Penasquitos Golf and Country Club has an 18-hole course, a restaurant, and banquet facilities for up to 300 persons.

The Penasquitos News is circulated weekly in the community.

The Los Penasquitos community is taking an active part in the planning for growth in this area. The Los Penasquitos Town Council reviews development plans and has been working with the public agencies involved in the review and approval of plans for development of this area.

As of October 30, 1978 Penasquitos, Inc., the area's prime developer, was acquired by Genstar Limited, a Canadian firm. Genstar's Broadmoor Homes subsidiary is engaged in the development of High Country East (see page 32). Genstar Limited and two subsidiaries maintain four California offices at 3 Embarcadero Center, San Francisco, California.

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## METROPOLITAN SAN DIEGO

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Metropolitan San Diego (San Diego County), an important industrial, military, research and oceanographic center, is one of the fastest growing areas of the United States. The Metropolitan Area extends 70 miles along the Pacific Coast from the Mexican border to Orange County. It is bounded on the northeast by Riverside County and extends inland 75 miles to Imperial County. Encompassing 4,255 square miles, the county is approximately the size of the State of Connecticut. The San Diego area is one of the oldest settled sections of the United States. The Bay of San Diego was discovered in 1542 by the Spanish explorer Cabrillo, and in 1769 Father Junipero Serra founded the Mission San Diego de Alcalá, the first in the chain of 21 California missions.

The county is governed by a five-member Board of Supervisors elected to four-year terms in even numbered years by district voters in non-partisan elections. San Diego is a chartered county.

Topography of the county varies from broad coastal plains to fertile inland valleys and mountain ranges to the east, rising to an elevation of 6,500 feet. Eastern slopes of these mountains form the rim of the Anza-Borrego Desert and the Imperial Valley. Climate is equable in the coastal and valley regions where most of the population and resources are located. Maximum daily temperatures along the coast average 70.8° and mean temperatures vary only 14° between the warmest and coldest months. Average annual rainfall in the coastal areas is approximately ten inches.

Growth is evident in the summary of economic indicators presented below. Population, employment, electric power consumption, and commercial air traffic have registered significant gains. The other factors, although more difficult to measure because of inflationary bias, also evidence strong growth.

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## METROPOLITAN SAN DIEGO

Summary of Selected Economic Indicators  
(in thousands)

Indicator	1973	1974	1975	1976	1977
Population (July 1)	1,474	1,519	1,594	1,620	1,679
Assessed Valuation	\$3,853,613	\$4,362,536	\$5,031,618	\$5,690,643	\$6,430,098
Building Permit Valuation	\$ 750,248	\$ 705,257	\$ 677,476	\$1,278,578	\$1,598,372
Taxable Sales	\$3,833,391	\$4,296,856	\$4,740,460	\$5,395,786	\$6,619,403
Value of Manufactured					
Products	\$2,165,000	\$2,446,000	\$2,940,800	\$3,178,000	\$3,998,000
Employment	515	551	513	540	588
Electric Consumption					
(Kwh)	7,489,360	7,347,300	7,801,589	8,060,737	8,280,461
Commercial Air					
Passengers	4,274	4,411	4,491	4,912	5,398

Source: San Diego Economic Research Bureau.

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## Employment

The State Department of Employment Development compiles employment data on a county basis. In August 1978 (latest data available), the total civilian labor force in San Diego County was 683,800 and total civilian employment was 632,500. Both levels were increases over the same month of 1977. The unemployment rate (unadjusted) was 7.5 percent, compared with 8.4 percent the previous August. The employment figure for August was 32,700 higher than the same month of 1977.

Government employees in San Diego account for nearly 25 percent of all wage and salary workers, with state and local government payrolls comprising the bulk of employment in this category. The next most important sources of jobs are services (20.8%), retail trade, and manufacturing, in that order. Durable goods industries account for over three-fourths of all factory workers.

Average annual wage and salary employment by industry in San Diego County is shown in the following tabulation. As reflected in this summary, the largest job gains have occurred in services, retail trade, and state and local government. San Diego's largest employers are listed on page .

### SAN DIEGO LABOR MARKET

#### Employment and Unemployment

#### Annual Averages (in thousands)

	1974	1975	1976	1977
Labor Force <sup>(1)</sup>	560.2	572.6	600.6	644.3
Employed	513.7	512.9	539.7	587.9
Unemployed	46.5	59.7	60.9	56.4
Unemployment Rate (%)	8.3	10.4	10.1	8.7
Wage and Salary Employment: <sup>(2)</sup>				
Construction	24.6	22.8	26.5	32.4
Manufacturing (durables)	61.0	57.0	56.8	60.3
Manufacturing (nondurables)	15.8	14.9	15.8	16.7
Transportation, utilities	22.6	22.5	22.8	24.2
Trade (wholesale)	17.1	17.2	18.5	20.1
Trade (retail)	86.8	90.9	97.0	103.6
Finance, insurance, real estate	25.0	24.6	26.7	29.9
Services	97.1	99.6	104.9	113.8
Government (federal)	37.6	39.2	39.6	39.3
Government (state and local)	81.0	88.1	90.7	95.8
Mining	.8	.8	.8	.8
Total non-agricultural	469.4	477.6	500.1	536.9
Agriculture	11.1	11.7	11.3	11.3
Total wage and salary employment	480.5	489.3	511.4	548.2

(1) Based on place of residence.

(2) Based on place of work.

Source: State Employment Development Department.

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METROPOLITAN SAN DIEGO MAJOR EMPLOYERS

1,000 or More Employees

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Firm	Product or Service
5,000 and over	
General Dynamics/Convair	Aerospace, Missiles
National Steel & Shipbuilding Co.	Shipbuilding and Repair
Pacific Telephone & Telegraph Company	Utility
Rohr Industries, Inc.	Aerospace, Engineered Systems
3,000-4,999	
Cubic Corporation	Electronic Systems
San Diego Gas & Electric Company	Utility
Solar (Division of International Harvester)	Gas Turbines
2,000-2,999	
Foodmaker, Inc. (Ralston Purina)	Food Products
General Atomic Company	Nuclear Power Systems
NCR Corp., Data Processing Division	Computer Systems
Pacific Southwest Airlines	Air Line
Sears, Roebuck & Company	Department Stores
Teledyne Ryan Aeronautical	Defense Products
1,000-1,999	
Atlas Hotels, Inc.	Hotels
Bank of America	Banking
Bechtel Power Corporation	Electrical Equipment
Broadway Department Stores	Department Stores
California First Bank	Banking
Consolidated Facility Services, Inc.	Maintenance Security Services
Fedmart Corporation	Department Stores
Food Basket, a Subsidiary of Lucky Stores, Inc.	Markets
General Dynamics, Electronics Division	Electronic Equipment
The May Company	Department Stores
Mercy Hospital & Medical Center	Health Services
Montgomery Ward & Company	Department Stores
Naval Electronics Laboratory Center	Research
Naval Undersea Center	Research
J. C. Penney Company	Department Stores
Safeway Stores, Inc.	Markets
San Diego State University	Education
Scripps Clinic and Research Foundation	Research
Servomation Duchess, Inc.	Catering Services
Sony Corporation of America	Electronic Equipment
Stromberg Datagraphix (General Dynamics)	Electronic Equipment
Union-Tribune Publishing Company	Printing and Publishing
University of California, San Diego	Education
Van Camp Seafood Corporation (Ralston Purina)	Food Products
Walker Scott Company	Department Stores

Source: San Diego Chamber of Commerce.

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## Industry

There are over 1,500 manufacturing firms in the San Diego Metropolitan Area. Leading industries are transportation equipment, nonelectrical machinery, and electrical equipment. These three industries account for approximately 60 percent of employment and payrolls and generate wages and salaries exceeding half a billion dollars annually in the San Diego labor market.

Important individual industries within the above major categories are aircraft and parts, ship building and repair, office and computing machines, communication equipment, and electronic components. Other important job-producing industries in San Diego are fabricated metal products, printing and publishing, instruments, and food products. A summary of industrial employment and payrolls in San Diego County for the second quarter of 1977 appears in the accompanying tabulation.

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### SAN DIEGO COUNTY

#### Manufacturing Employment and Payrolls

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Industry	Number of Employers	Number of Employees (1)	Quarterly Wages
Food products	77	3,197	\$ 11,758,450
Apparel	75	3,816	6,870,618
Wood products	67	570	1,436,031
Furniture and fixtures	47	1,158	3,026,124
Printing and publishing	280	5,514	17,405,375
Chemicals	37	1,277	4,448,852
Stone, clay, glass	58	952	3,483,691
Primary metals	14	744	2,613,216
Fabricated metal products	122	4,167	16,408,341
Nonelectrical machinery	204	10,832	38,796,505
Electrical equipment	135	11,477	36,416,932
Transportation equipment	116	22,776	86,409,633
Instruments	85	4,970	13,891,385
Rubber and Plastics	43	939	2,005,091
Miscellaneous and Other	152	2,868	6,884,719
TOTALS	1,512	\$75,257	\$251,854,963

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(1) June 1977.

Source: California Employment and Payrolls, State Department of Employment Development.  
The report covers all employers submitting reports under Unemployment Insurance and associated programs for the second quarter 1977.

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## Large Industrial Employers

General Dynamics Corporation employs nearly 9,000 persons in San Diego at two divisions (Convair Division, Electronics Division) and its Stromberg DatagraphiX Inc. subsidiary. General Dynamics has been involved in the design and development of a space shuttle system with Rockwell International, and is prime contractor for the Cruise missile.

National Steel and Shipbuilding Co., owned equally by Kaiser Industries and Morrison-Knudsen, builds tankers, freighters, and other large vessels. It has more than 6,000 employees.

Rohr Industries Inc. employs approximately 9,000 people nationally and 5,400 in the San Diego area. Rohr's primary business is building power plants for commercial transport planes.

Solar Division of International Harvester (3,300 employees) produces industrial turbine packages in generator sets, compressors and mechanical drives. Solar is reported to account for nearly half the world market for industrial turbine packages. Solar has constructed a gas turbine manufacturing plant in San Diego which has approximately one million square feet under roof.

The Cubic Corporation produces electronic surveying systems, defense systems, radio communications equipment, data processing equipment, and medical instruments. It employs over 3,000 workers at the main plant and four divisions in San Diego.

General Atomic Co. (formerly Gulf Energy & Environmental Systems) is active in the design, development and marketing of nuclear power plants, employing approximately 1,900 persons.

Teledyne Ryan Aeronautical, which built Lindbergh's "Spirit of St. Louis", traces its organization to 1922. The company produces subsonic and supersonic aerial jet targets, a Doppler navigation set, microwave sensors, electronic counter-measures, micro-electronic packaging, and spacecraft instrumentation. The firm employs about 2,000 workers.

## Military

San Diego is headquarters for the Eleventh Naval District, embracing the States of California, Arizona, Utah, and Nevada.

A wide variety of Navy and Marine facilities are located in the San Diego area. Principal installations are the Miramar and North Island Naval Air Stations, the Naval Electronics Laboratory, the San Diego Naval Hospital (largest in the world), the Amphibious Base Coronado, the Anti-Submarine Warfare School, and the Naval Training Center. Miramar Naval Air Station is located immediately south of the Poway Unified School District. Camp Pendleton Marine Base, the largest in the Corps, is located near Oceanside, in the northern part of the County.

The overall military contribution to San Diego's economy of nearly \$2 billion, as summarized in the following tabulation, places the military in second position as contributor to the local economy. San Diego's manufacturing industries collectively generate the largest single annual source of payrolls, taxes, and local purchases, according to the Chamber of Commerce.

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SAN DIEGO COUNTY  
Outlays by the Military 1977

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Military Payrolls	\$1,458,243,000
Vendor/Contract Payments	345,000,000
Military Construction Payments	<u>52,400,000</u>
Total Expenditures	\$1,855,643,000

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### Research and Development

Research and development activity plays a significant role in the San Diego economy. Construction of a major campus of the University of California at San Diego (UCSD) in 1964 added impetus to this development.

San Diego County is a leading health sciences and biomedical center. Approximately 28,000 persons are engaged in life sciences-related activities in the metropolitan area. In addition to UCSD, other established research institutions in the San Diego area include the Salk Institute for Biological Studies, the Scripps Clinic and Research Foundation, and Scripps Institution of Oceanography.

The Salk Institute for Biological Studies was established at San Diego in 1963 by Dr. Jonas E. Salk for pure and applied research in the life sciences, uniting biological studies in such fields as the nature of living organisms with research in practical medicine.

A center of basic and clinical medical research, as well as medical training and actual treatment, is the Scripps Clinic and Research Foundation. The foundation, a non-profit organization founded in 1924, is headquartered in a \$25 million plant on a 12-acre site near the UCSD medical school. This organization operates over 40 laboratories and has more than 700 research employees, including senior scientists and fellows who are MD's or hold other doctorates.

A Veterans Administration Hospital, located adjacent to UCSD's School of Medicine, represents a major contribution to biomedical research in the area. It was built at a cost of \$35 million in 1972.

The Scripps Institution of Oceanography has been a unit of the University of California since 1912. The Institution occupies nine buildings on a 159-acre site in the La Jolla section of San Diego, where it is engaged in postgraduate education as well as research. The Institution is the world's leading center of marine biological research. Among its extensive facilities is the largest oceanographic fleet in the nation.

The Naval Electronics Laboratory Center is an outgrowth of the radio station established by the Navy at San Diego in 1905. A research and engineering staff of 900 is engaged in command control and communications concepts and systems, computers and machine languages, electro-optics, electromagnetics, microelectronics and systems analysis.

General Atomic Co. ranks as the world's largest privately-owned center for diversified nuclear development, with approximately 500,000 square feet of laboratory facilities on its 350-acre site near the UCSD campus at La Jolla.

## Agriculture

San Diego County ranks among the top agricultural counties in the United States. Farm production exceeds \$335 million yearly, with animal products, vegetables, fruits, and nursery products forming the bulk of gross agricultural output. Tomatoes, eggs, avocados, valencia oranges, and milk are the most important individual farm products, together accounting for over 61 percent of gross value in 1977.

Annual summaries of agricultural production in the county since 1973 are presented in the following tables, together with the 22 crops which grossed over \$1 million in 1977.

### SAN DIEGO COUNTY

#### Gross Value of Agricultural Production

Commodity	1973	1974	1975	1976	1977
Field crops	\$ 3,084,800	\$ 2,727,350	\$ 3,702,000	\$ 4,709,800	\$ 4,170,000
Fruits and nuts	56,913,000	54,033,610	75,656,510	84,074,200	90,317,680
Vegetables	41,184,300	60,339,000	67,893,000	73,751,200	83,238,000
Nursery products	37,283,000	40,135,000	62,376,000	68,747,000	72,018,000
Livestock and poultry	10,274,000	9,686,000	10,953,000	10,840,000	8,817,000
Animal products	69,403,000	72,640,000	72,105,000	80,324,000	76,430,000
Apiary	1,200,000	300,000	836,000	395,000	44,000
<b>TOTAL</b>	<b>\$219,342,100</b>	<b>\$239,860,960</b>	<b>\$293,521,810</b>	<b>\$322,841,200</b>	<b>\$335,034,680</b>

Source: County Department of Agriculture, Weights, and Measures.

### SAN DIEGO COUNTY

#### Million-Dollar Crops 1977

Crop	Gross Value	Crop	Gross Value
Tomatoes	\$63,332,000	Roses	\$2,464,000
Eggs	51,408,000	Gladiolus	2,306,000
Avocados	50,058,000	Navel Oranges	2,293,000
Milk	24,701,000	Trangerines, Tangelos	1,967,000
Valencia Oranges	17,830,000	Potatoes	1,944,000
Strawberries	7,721,000	Limes	1,639,500
Lemons	6,634,000	Cherry Tomatoes	1,578,000
Carnations (Standard)	5,854,000	Grapefruit	1,556,000
Cattle & Calves	5,824,000	Squash (soft types)	1,492,000
Cucumbers	3,230,000	Cauliflower	1,210,000
Celery	2,889,000	Beans, Dry Edible	1,094,000

Source: County Department of Agriculture, Weights and Measures.



## Convention and Visitor Business

Important in San Diego's increased commercial activity has been the growth in visitor and convention business. This industry contributes more than \$2 million a day to the economy of the area, according to studies by the San Diego Convention and Visitors Bureau.

An excellent climate, proximity to Mexico, extensive Navy facilities, Coronado, and such attractions as the San Diego Zoo, Wild Animal Park, Sea World, and Cabrillo National Monument are prime tourist attractions. Contribution to the growth of the visitor business has been the development of the 4,600-acre Mission Bay Park and the construction of new hotels, motels and convention facilities at the San Diego Community Concourse.

San Diego is the western terminus of Interstate 8 originating in Jacksonville, Florida. Interstate 5, the major north-south route through California, connects San Diego with other major West Coast cities. U. S. Highway 395 and Interstate 15 join north of the city to provide an alternate route through Escondido to San Bernardino and Riverside. Interstate 5 is being constructed to full freeway standards (eight lanes) from Tijuana to Orange County while Interstate 8 and 805 are being expanded to six and eight-lane freeways in San Diego County. Interstate 805 is an express route from Del Mar to the Mexican border, passing west of Montgomery Field (the auxiliary city airport) and east of the city center.

Greyhound and Continental Trailways schedule regional and interstate motor transportation. Local bus service throughout the Greater San Diego Area is provided by the San Diego Transit Corporation, a non-profit corporation formed by the city to acquire the facilities of the previous privately-owned company.

The San Diego Coronado Bay Bridge, opened in 1969, links the City of San Diego with the Coronado Peninsula.

## Education

San Diego County has 27 elementary school districts, 6 high school districts and 10 unified school districts (grades K-12). Total enrollment for the 1977/78 school year was 352,516, with approximately half of all students enrolled in unified districts.

Community colleges in California are locally operated and administered two-year institutions beyond high school. They offer the Associate in Arts and Associate in Science certificates and have extensive vocational curricula. The five community college districts in San Diego County have a combined 1977/78 enrollment of over 85,000. They are: San Diego Community Colleges (four campuses); Grossmont College, La Mesa; Miracosta College, Oceanside; Palomar College, San Marcos; and Southwestern College at Chula Vista.

Among the four-year institutions of higher education in Metropolitan San Diego are the University of California at San Diego (9,460 students), San Diego State University (30,439), University of San Diego (2,739), United States International University (1,732), Point Loma College (1,717), National University (1,605), and Western State University College of Law (391).

The University of California at San Diego offers graduate and undergraduate instruction at four colleges--Revelle College, John Muir College, Third College, and Fourth College. The campus serves as headquarters for the University's Institute of Marine Resources and includes

the long-established and celebrated Scripps Institution of Oceanography. There is a School of Medical and Health Sciences, which enrolls 915 in addition to the enrollment total shown above.

San Diego State University offers the bachelor's degree in 64 fields, and the master's degree in 50. There are doctorate programs in chemistry, genetics and ecology at this campus. The University also operates an Off Campus Center at Calexico, in Imperial County. This campus enrolled 437 students in the fall of 1977.

The University of San Diego (Catholic) offers the Master's degree in ten fields and awards the Juris Doctor degree at its School of Law. United States International University, also a private institution, operates a school of the visual and performing arts.

The justly famous San Diego Zoo in Balboa Park has more than 5,000 animals of 1,575 species, comprising the world's largest wild animal exhibit. Other attractions in the 1,400-acre Balboa Park are Children's Zoo, Shakespearian Old Globe Theatre, Fine Arts Gallery, Museum of Man, Natural History Museum, Spanish Village Art Center, Balboa Bowl, Balboa Stadium, Planetarium and Hall of Science and two golf courses. Over three million persons visit the Zoo annually.

Sea World, opened in 1964, encompasses 70 acres of bay waters and land area and represents an investment of almost \$60 million. It had more than two million visitations in 1977. Cabrillo National Monument, located at the most southwesterly point in the United States, hosts more than a million visitors annually.

The 1,800-acre San Diego Wild Animal Park, a development of the San Diego Zoo, is located three miles east of Escondido. It reported approximately one million visitors in 1977.

The following tabulation summarizes San Diego convention activity since 1972 as reported by the San Diego Convention and Visitors Bureau.

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#### SAN DIEGO CONVENTIONS

Year	Number of Conventions	Number of Delegates	Estimated Spending
1972	602	348,796	\$ 55,807,360
1973	631	355,000	56,846,880
1974	771	443,310	79,795,800
1975	821	468,002	102,960,440
1976	889	485,563	135,954,840
1977	990	540,285	183,696,900

Source: San Diego Convention and Visitors Bureau.

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## Transportation

San Diego's natural harbor is one of the finest in the world. The Port of San Diego represents an important source of commerce for the area.

San Diego is the terminus of the Santa Fe Railway route from Los Angeles and San Bernardino, providing rail freight service to all parts of the nation. Amtrak operates daily five passenger trains each way between San Diego and Los Angeles, with stops at intermediate points in San Diego and Orange Counties.

San Diego has one of the most conveniently located commercial airports in the world. International Airport (Lindbergh Field) is located approximately a mile west of the downtown area, at the edge of San Diego Bay. The facilities are owned and maintained by the San Diego Unified Port District and are leased to commercial airlines and other tenants. San Diego International is California's third most active airport in terms of commercial traffic. The field is served by eight scheduled airlines, including Pacific Southwest Airlines (PSA), which is headquartered there. Since 1960, passenger traffic and cargo shipments have greatly increased. A new West Terminal is presently nearing completion.

## Recreation

The San Diego area's mild, year-round climate and many attractions and recreation features have drawn millions of visitors annually from throughout the nation. The City of San Diego has responded to this with the building of the Downtown Community Concourse, the Sports Arena, and the San Diego Stadium, home of the Padres and the Chargers.

Balboa Park covers 1,400 acres in the center of the city and includes museums, art galleries, theaters and recreation areas, in addition to miles of garden walks and the San Diego Zoo. The San Diego Planetarium Authority has constructed a Planetarium and Hall of Science on a three-acre site in Balboa Park. Near the center of the Park is the International Aerospace Hall of Fame, which is co-located with the San Diego Aerospace Museum.

Mission Bay Park is a 4,600-acre joint public and private development including hotels and motels, marinas, restaurants and Sea World, which offers performances by whales, porpoises and a variety of sea animals, as well as Japanese pearl divers and hydrofoil rides on Mission Bay.

There are 74 golf courses in San Diego County, including the championship Torrey Pines and La Costa courses, scene of the San Diego Open and Tournament of Champions, respectively.

A major attraction is the proximity to Mexico, where the visitor can attend greyhound and thoroughbred racing, jai alai, and bullfights. Beaches, mountains, and desert areas of the county are within convenient driving distance for residents of the District.



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